



PREVENTION RESEARCH CENTER
at TULANE UNIVERSITY



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FOR IMMEDIATE RELEASE

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Registration for *Walk & Roll Louisiana 2010* is now open

Free, one-day summit to focus on making New Orleans streets safer for transportation and recreation

NEW ORLEANS – Families, citizen advocates and policymakers from New Orleans and across the state will gather on Saturday, Nov. 13 at *Walk & Roll Louisiana 2010* to work toward improving street safety for **recreation, cycling and transportation**.

This free, one-day summit is the first of its kind in Louisiana to draw concerned pedestrians, bicyclists, transit-riders and persons with disabilities together to improve the safety of New Orleans streets and to raise awareness of the challenges youth face to being active in the city.

The event, which is scheduled from 10 a.m. to 3 p.m. at the Sojourner Truth Neighborhood Center, 2200 Lafitte St., will feature keynote speakers, workshops on improving community streets, bicycle safety trainings, helmet giveaways and a panel on the state's new "complete streets" policy and what it means to local communities. To register, visit www.WalkandRollLouisiana.org or call 504-988-7778.

The summit is organized by the KidsWalk Coalition, a group of local organizations and government agencies – including the Prevention Research Center at Tulane University – committed to reducing childhood obesity in New Orleans.

“Less than one in four high school students report being physically active for at least an hour a day,” said Kathryn Parker-Karst, assistant director of Tulane’s PRC and KidsWalk Coalition director. “At *Walk & Roll Louisiana 2010*, we will unite local policymakers, organizational leaders and concerned community members in creating environments that promote physical activity for youth and their families.”

KidsWalk Coalition members include AARP, the Metro Bicycle Coalition, the University of New Orleans Center for Urban and Public Affairs, the City of New Orleans Department of Public Works, the New Orleans Regional Planning Commission, the Rails to Trails Conservancy, the Louisiana Public Health Institute and many others.

The coalition is funded by Healthy Kids, Healthy Communities, a national program of the Robert Wood Johnson Foundation. It is one of the largest and most ambitious community action programs ever supported by the Foundation and a cornerstone of its \$500 million commitment to reverse the country’s childhood obesity epidemic by 2015.

About the Prevention Research Center at Tulane University: Founded in 1998, the Prevention Research Center (PRC) at Tulane University addresses the impact of the physical and social environments on obesity and its behavioral determinants (diet and physical activity) through research, collaboration with community partners and policymakers, and communication to build healthier communities in New Orleans and beyond. The Tulane PRC is one of 37 centers funded by the Centers for Disease Control and Prevention.

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